

## SPEAKERS

**Carl R. Jacobsen** Director, U.S. Department of Commerce, U.S. Export Assistance Center, Middletown, CT. The Middletown U.S. Export Assistance Center assists Connecticut firms in entering foreign markets by utilizing the wide variety of U.S. Department of Commerce export services and programs.

**Sharon Bongiovanni** International Trade Specialist, U.S. Department of Commerce, U.S. Export Assistance Center, Middletown, CT. Sharon provides export counseling and assistance to Connecticut firms located in the Eastern Connecticut area that are seeking to enter or expand into foreign markets.

The Commerce Department has Foreign Commercial Service offices in 83 countries (at U.S. Embassies, and Consulates). In the United States, the Commercial Service operates a hub-and-spoke network of 105 Export Assistance Centers, which offer companies a comprehensive range of export facilitation services in one location. [www.buyusa.gov/newengland/middletown.html](http://www.buyusa.gov/newengland/middletown.html)

**Stephen Sarro** Licensed Customs Broker, A.N. Deringer, Inc., East Granby, CT. Mr. Sarro is a graduate of American Graduate School of International Management in Phoenix, AZ. He has been in the importing/exporting arena for approximately 20 years, having worked in the southern border, Florida, New York, and currently Connecticut. Mr. Sarro has also worked with the U.S. Department of Commerce for three years at the U.S. Trade Center in Mexico City, promoting U.S. products in Mexico. [www.anderiger.com](http://www.anderiger.com)

**Joseph H. Bartozzi, Esq.** Senior Vice President and General Counsel, O.F. Mossberg & Sons, Inc. Not satisfied to be the largest seller of pump-action shotguns in the world, MOSSBERG® is continuously striving to build its brand overseas through quality manufacturing and licensing. Like many businesses, Mossberg believes in diversification, while continuing to increase sales of its core product lines. [www.mossberg.com](http://www.mossberg.com)

**Donald S. Holland, Esq.** Founder of the intellectual property firm of Holland & Bonzagni, P.C., based in Longmeadow, MA. The law firm protects its clients' products and services in over 50 countries, ranging from the food you eat overseas to the money you pay for it. In the mid-'70's, Holland served as a patent examiner at the U.S. Patent and Trademark Office (jet engines). From 1981 - 2005, he was an adjunct professor at Western New England College School of Law, where he taught night courses in intellectual property. He has written "Corporate Guide to Patents, Trademarks, Copyrights and Trade Secrets," used by many local corporations. [www.hblaw.org](http://www.hblaw.org)

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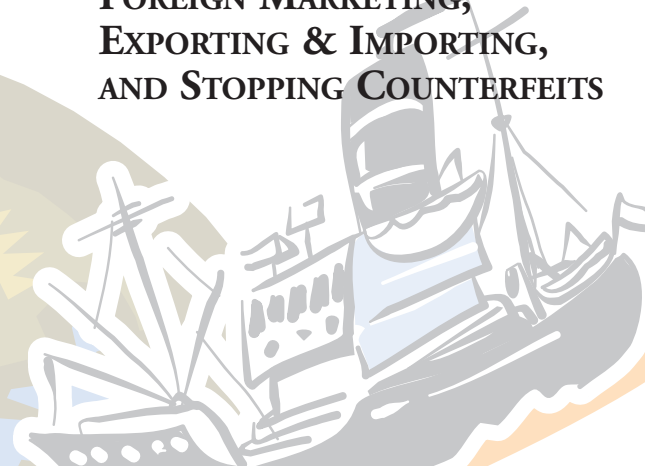
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# Selling Products Globally

November 15, 2006  
12:00P.M. – 4:30P.M.



LEARN TIPS FROM  
FIVE EXPERTS ON  
FOREIGN MARKETING,  
EXPORTING & IMPORTING,  
AND STOPPING COUNTERFEITS



# Selling Products Globally

Selling products in today's global market can be challenging. Without attending the school of hard knocks, how do you:

- Export or import efficiently?
- Minimize importation taxes?
- Market overseas?
- Locate foreign customers?
- Locate trustworthy foreign manufacturers?
- Minimize bait-and-switch manufacturing?
- Avoid counterfeits from being shipped back into the United States?

Five experts will provide answers:

**Carl R. Jacobsen**

**Sharon Bongiovanni**

Middletown U.S. Export Assistance Center

**Stephen Sarro**

A.N. Deringer, Inc.

**Joseph H. Bartozzi, Esq.**

O.F. Mossberg & Sons, Inc.

**Donald S. Holland, Esq.**

Holland & Bonzagni, P.C.

**WHEN:** November 15, 2006  
12:00 P.M. – 4:30 P.M.

**WHERE:** Crowne Plaza Hotel  
100 Berlin Road  
Cromwell, CT 06416  
(860) 635-2000

## DIRECTIONS:

Route I-91

Take Exit 21, Turn Left off exit

The hotel is on the Left

## AGENDA

- 12:00 P.M. **Registration**  
Luncheon Buffet
- 1:00 P.M. **How Your Firm Can Access/  
Use U.S. Department of  
Commerce Export Promotion  
Programs and Services**  
(Mr. Jacobsen, Ms. Bongiovanni)
- Finding Customers Overseas
  - Exportation in General
  - Avoiding Problems
- 1:45 P.M. **Tips for Importing**  
(Mr. Sarro)
- Importation in General
  - Where Are Importing Forms  
Located Online?
  - How to Avoid Red Tape in  
Importing
  - What Prohibitions Are There  
Against Importing Technology?
  - How to Avoid Hang-ups with  
Customs
- 2:30 P.M. **MOSSBERG's Adventures in  
Importing and Exporting**  
(Mr. Bartozzi)
- Horror Stories
  - Avoiding Them
- 3:15 P.M. **Afternoon Break**
- 3:30 P.M. **Stopping Counterfeits**  
(Mr. Holland)
- Domestic
  - International
- Q&A — Open mike**

## REGISTRATION

Seminar Fee: \$50 per person  
Includes Buffet Luncheon

*Mail this form with payment to:*

**Holland & Bonzagni, P.C.**

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Tel: (413) 567-2076

Or register online at: [www.hblaw.org](http://www.hblaw.org)

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